

December 8, 2016

Doug Ford, Board President
Geneseo CUSD 228
648 N Chicago St
Geneseo, Illinois 61254-1118

Mr. Ford:

Selecting a Superintendent is the most important decision you and your board will make as school board members. It makes sense to choose the most experienced and professional assistance possible when making this key decision. The Illinois Association of School Boards (IASB) has conducted nationwide superintendent searches for member districts for more than 50 years. Our advertisement of vacancies reaches and attracts applicants from across the nation and around the globe.

If the Geneseo CUSD 228 Board of Education employs IASB to provide assistance in a Professional Executive Search for a Superintendent, the Illinois Association of School Boards will:

- ◆ Facilitate a Professional Executive Search to meet the needs of the district.
- ◆ Designate a search coordinator who will be available for phone consultations throughout the process.
- ◆ Assist the School Board in establishing the timeline for the search process.
- ◆ Board, Staff and/or Parent/Community Members online surveys.
- ◆ Develop an announcement of the vacancy.
- ◆ Assist the School Board in identifying the ideal candidate needed profile.
- ◆ Provide guidance on an appropriate compensation package.
- ◆ Announce and advertise the vacancy and solicit applicants for the position.
- ◆ Collect applications; verify the qualifications, experience and licensure of all candidates, and their willingness to interview for the position.
- ◆ Review all applications, select and recommend to the School Board a list of 4–6 candidates for interviews.
- ◆ Verify references and conduct limited background inquiries for leading candidates.
- ◆ Assist the School Board in establishing the interview format and preparing for a site visit as appropriate.
- ◆ Provide a post-search board/superintendent workshop with a Field Services Director.

PLEASE REPLY TO:

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Page 2

The base price of the search is \$7,900 (based on your district's average daily attendance / if approved prior to June 30, 2017). We also recommend: staff and/or community in-district interviews (\$1500); in-district stakeholder group interviews with semi-finalists (\$1,500). With the recommendations, the total cost of the search would be \$10,900. Additional optional services may be chosen by the board of education from the menu of services.

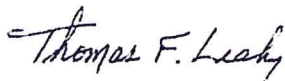
Should the board choose to use the services of the IASB for the superintendent search, there are two next steps which will move the process forward: (1) An official board action to consider and/or approve the selection of the IASB as the search consultant. On the basis of this action, the board president will sign a "Professional Services Agreement" with IASB. (2) Meet with the consultant to consider the various "decision points" in planning for the search.

The Illinois Association of School Boards is your advocate. It is important to education in Illinois that you have the Superintendent who can best serve you and your district. We offer experience and integrity in helping you achieve your goal.

IASB would be honored to be part of this very important process in the life of your district.

IASB is an equal opportunity employment search agency.

Sincerely,



Thomas F. Leahy
Director, Executive Searches
Illinois Association of School Boards
Office 217/528-9688, ext. 1153
Cell 217/299-5820

Geneseo CUSD 228

Illinois Association of School Boards

Executive Search Proposal Summary

The basic search (\$7,900 if approved prior to June 30, 2107) includes:

- ◆ Facilitate a Professional Executive Search to meet the needs of the district.
- ◆ Designate a search coordinator who will be available for phone consultations throughout the process.
- ◆ Assist the Board of Education in establishing the timeline for the search process.
- ◆ Staff and/or community online survey
- ◆ Develop an announcement of the vacancy.
- ◆ Assist the Board of Education in identifying the ideal candidate needed profile.
- ◆ Provide guidance on an appropriate compensation package.
- ◆ Announce and advertise the vacancy and solicit applicants for the position.
- ◆ Collect applications, verify the qualifications, experience and licensure of all candidates, and their willingness to interview for the position.
- ◆ Review all applications, select and recommend to the Board of Education a list of 4–6 candidates for interviews.
- ◆ Verify references and conduct limited background inquiries for leading candidates.
- ◆ Assist the Board of Education in establishing the interview format and preparing for a site visit as appropriate.
- ◆ Provide a post-search board/superintendent workshop with a Field Services Director.

Additional Executive Search Services (✓ = Recommended by IASB) include:

- ☒ Staff and/or community In-District interviews (an additional \$1,500 per day per consultant) **\$1500**

Additional advertising, i.e.: Education Week, AASA, etc. (at actual cost)

Two IASB Consultants interview candidates (an additional \$1,500 per day per consultant)

In-District Mock Interview Training Session with the Board of Education (an additional \$1,500)

- ☒ Facilitate In-District stakeholder group interviews with semi-finalists identified by the Board of Education (an additional **\$1,500**)

The total cost of the search including the basic search and recommended additional services **will be and not exceed \$10,900.**



Thomas F. Leahy
Consultant, Executive Searches
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STEPS IN THE SUPERINTENDENT SEARCH PROCESS

STEP 1. Board develops timeline / announcement / criteria and salary. (open meeting)

After an official board action to approve the Illinois Association of School Boards (IASB) to facilitate the superintendent search, an IASB consultant will meet with the Board of Education to establish the timeline and process to be followed in the search. It is important to have agreement about a clear process which gives the search “transparency” and legitimacy in the eyes of all. Each member of the board will complete a survey which is used to determine the ideal person needed section of the announcement of vacancy. The IASB consultant will provide the board with salary data to help the board identify the salary to be advertised. Phone consultation with the search consultant is available throughout the search process.

COMPLIMENTARY Module A1: IASB will make available online Board, Staff and/or Community surveys.

A link to an online survey will be made available to the staff and/or the community to solicit their input on priorities regarding the person to be sought as superintendent. The surveys will be tabulated by IASB. A summary report of board, staff and/or community surveys will be shared with the board at a scheduled meeting between the board and the reviewing committee.

Optional Module A2: In-District Focus Group interview.

The IASB consultant can act as an interviewer and facilitator to gather perceptions of key members of the district administration, representatives of the staff, and/or other members of the school community regarding the characteristics and skills to be sought in a new superintendent. This “up-front” input will be used in the development of a specific and comprehensive profile of the ideal person needed as the chief executive officer of the district.

STEP 2. Announce and Advertise the Vacancy.

The IASB solicits applicants for the position in accordance with the timeline established by the board. As part of an aggressive nationwide search, the vacancy will be placed before potential candidates across the nation and around the globe. Postings and/or contacts might include:

- IASB posts positions on its website (www.iasb.com/executive).
- Illinois Association of School Administrators (IASA) Job Bank (<https://www.illinoiseducationjobbank.org>).
- National Affiliation of Superintendent Searchers (NASS) members. <https://www.nsba.org/services/school-board-leadership-services/superintendent-search>
- Position posting on K12jobspot.com.
- National School Board Association (NSBA) members.
- Constant Contact email to the following groups:

Illinois Association of School Business Officials (IASBO).

Illinois Principals Association (IPA) membership.

A listing of individuals who have indicated an interest in receiving the IASB vacancy notices and current superintendents.

The IASB consultant assists the board in developing and completing the material for the announcement of vacancy which will publicize the position. The announcement of vacancy will reference: general information on the application process, salary, the district and the surrounding area, the financial structure of the district and the members of the Board of Education.

Optional Module B: Additional Advertising (costs vary)

Advertisement in *Education Week*, a national publication devoted entirely to education.

Advertisement on the AASA homepage, the AASA Career page, the AASA News of the Nation and Leader's Edge e-newsletters

STEP 3. Collect Applications; Verify Qualifications, Experience and Licensure of all Candidates.

IASB accepts only online applications. IASB verifies candidate qualifications, experience, licensure and fields questions from those interested in the position.

STEP 4. Review All Applications.

IASB assembles a team to review materials submitted by all applicants. Consultant independently and collectively review all applications in order to identify ideal candidates.

Optional Module C: If requested by the board, the IASB reviewing team will interview candidates before presentation of recommended candidates to the board.

STEP 5: Develop a List of Recommended Candidates.

IASB will use the "Ideal Candidate" section of the announcement of vacancy to identify candidates who may be the best fit/match for the district.

STEP 6: Conduct Limited Background Inquiries on recommended candidates.

The IASB reviewing team will verify references of recommended candidates. IASB will perform a limited background inquiry of each applicant before placing him/her in the final pool of candidates that is provided to the board.

We feel strongly that the ultimate employer of the candidate should make personal contact with the candidate's references; since you as the employer will be held accountable for your hiring decisions. Therefore the references you rely on to make this decision should not be second-hand. The district is responsible for conducting a criminal background check on the candidate selected or employment.

STEP 7: Schedule Candidate Interviews with Board of Education.

IASB consultant scheduled interviews at the discretion of the board of education and the availability of the candidates.

STEP 8: Present Recommended Candidates and Interview Preparation (closed session).

The IASB consultant meets with the board of education to provide:

- A report with a summary of the applicant pool regarding residence, educational

- preparation and current responsibilities.
- A slate of candidates recommended by the reviewing team, including the professional preparation of each candidate. The board will receive the complete application packet of each of the candidates recommended by the reviewing team.
- Assistance in establishing the interview format and procedures.

Optional Module D: Mock Interview Session:

In order to prepare for initial interviews of recommended candidates, a mock interview session for the board can be arranged with an IASB consultant.

Initial Interviews of the Recommended Candidates. (closed session)

The board studies the credentials of the recommended candidates submitted by the reviewing team. First interviews with the board are at the applicant's expense. Candidates responding to an invitation from the board for further interviews should be reimbursed by the board for expenses incurred (This cost is not included in the IASB quote).

Second Interviews of the identified candidates. (closed session)

From those initially interviewed, the board may select candidates in whom it has a high degree of interest for second interviews.

Optional Module E: Facilitate in-district stakeholder group interviews with semi-finalists identified by the Board.

STEP 9. Assist in preparing for site visit.

After narrowing the field to a lone finalist, a delegation of two board members should visit the community the finalist has worked and/or resides. The site visit serves as a further means of assessing the favored candidate's appropriateness for the position. The site visit allows the board members to confirm that others see the same characteristics and qualities they have identified. The board hears a report of the site visit from the delegation. Based on the report by the delegation, the board either offers a contract or re-evaluates the candidates. The board finalizes its process as a result of the interviews and visitations and offers a contract to the person of its choice.

STEP 10: New Superintendent Hired.

Upon official board action and signing of contract, notify your staff of your selection. Arrange for the district to meet the person as quickly as possible; including all staff and the community.

Post Search Workshop for the New Team (facilitated by Field Services Director) (could be a closed meeting).

We are pleased to offer your board and new superintendent team a complimentary in-district workshop to assist you as you move forward working together during this first critical year. It is our hope that this workshop will provide an opportunity for the board and new superintendent to begin to build the new governance team and to become acquainted with resources your school board association has available to support you in this important work. The workshop generally will be a "team building" workshop that may be customized based upon district needs.

IASB guarantees to continue to work with the board of education until a selection is made.

IASB Superintendent Search

THE PROVEN PYRAMID

**“Being clear about search criteria
builds a firm foundation for the project”**

STEPS IN HIRING A NEW SUPERINTENDENT

